



HOW MANY CONTACTS CAN I ACHIEVE?

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Our media service builds media plans for your potential campaign, creates target group analysis and advises you on all aspects of an ideal campaign concept.

Do you have a special target group, such as "dog owners" or "intensive consumers of fruit juices"? An analysis with the "VuMA" ("Verbrauchs- und Medienanalyse", Consumption- and media analysis) will tell you everything you need to know about the socio-demographics, attitudes, consumption habits and leisure activities of your target audience.

But in the end, the question of all questions is: How many people of my target group will I actually reach with my advertising campaign? Our media service provides you with specific planning figures for your TV campaign, to evaluate things in advance. This means that you already have a "legit result" before the campaign starts. These figures are determined by analyzing previous year's ratings for the same period and are therefore possibly subject to minor fluctuations.

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Sample planning

Campaign period June - August 2017 Budget: € 125.000

Spot length: 15 seconds Target group: adults 14+

Spot placements: Monday to Friday between 5 and 8 p.m.

Index	Result	Explanation
Net viewership (m)	14.28	Number of different people 14+ who watch the spot
Contact total (m)	52.51	= Gross contacts in total
OTS (Ø contacts)	3.7	...because 14.28m people see the spot on average 3.67 times
CPM (€)	2,39	It costs 2.39 € to reach 1,000 people with one spot.

We use specialized software tools to compare and optimize plans, in short: we do "fine-tune" your campaigns towards maximum reach, profitability or the ideal contact dose.

Contact us - we'll be happy to support you in all matters of media planning.

YOUR CONTACT



Thomas Grünsfelder

Sales Manager/New Business

Tel: 069/15424-282

thomas.gruensfelder@ard-werbung.de

